

Broadcasting

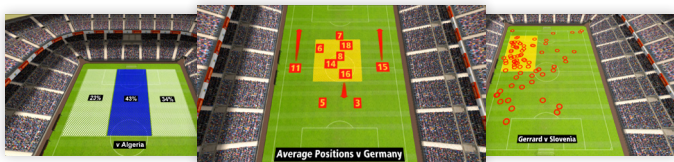
Opta's expertise in collecting, tagging and distributing the best sports data available means we are ideally placed to work with the world's premier sports broadcasters. From the provision of fully timestamped metadata, through to unique graphical content and compelling editorial insight, we can help you have the best informed and most engaged viewers around in the most efficient way possible. To make things easier for broadcasters, Opta

have established successful partnerships with a number of key players in the industry including *Hego* and *Red Bee Media (Piero)*. Having integrated our data with these market leading suppliers, broadcasters worldwide are now able to seamlessly draw on Opta's content as they seek to enhance their programming and simplify their workflows.

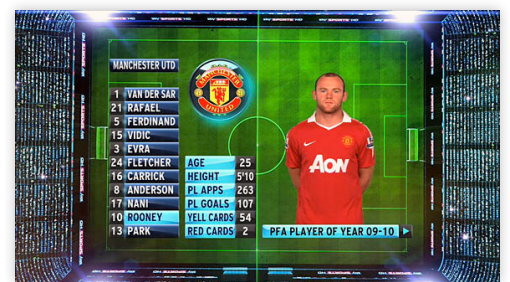
TV Graphics

Our live data can be used to power your on screen presentation graphics before, during and after a game. Our XML formatted data ranges from simple cards, goals and scorelines through to in depth player stats and positional data. What's more our data is equally valuable in the studio to bring your analysis to life. Data can be interrogated at team or player level and can include historical data across numerous competitions.

Opta for Piero - Combining our data with *Piero's* stunning suite of 3D graphics can really help your studio experts offer insight to the viewer in an innovative and eye-catching way.



Hego - The integration of Opta data with *Hego's* end-to-end production capabilities offers a unique perspective on sports analysis.



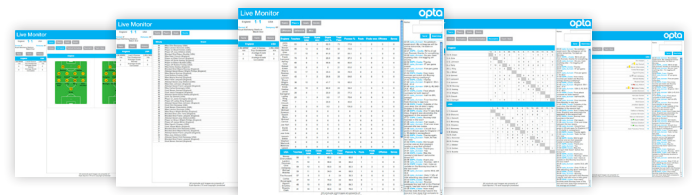
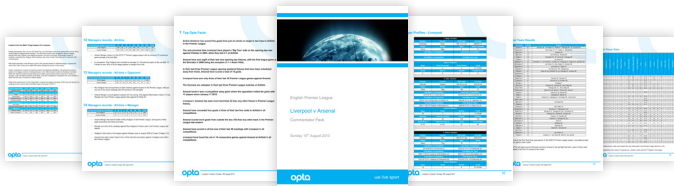
Commentator Support & Editorial Insight

The Opta ethos is to provide a unique level of analysis and insight that is ideal for driving the editorial agenda. Our comprehensive stats and debate-provoking facts can support predictions and previews or help construct the best possible match reviews.

Editorial Helpdesk - Available 7 days a week to cater for all your statistical needs and provide bespoke information as the action unfolds.

Commentator Packs - Our media packs help broadcasters and commentators drive the news agenda and provide the nuggets of information that help to ensure that the debate continues long after the final whistle has blown.

Live Monitor - The Opta Live Monitor is a complete online data tool to support commentators and researchers during live games. With stats and graphics being populated in real time and an interactive messenger service directly to our editorial team, you can be sure that the best information is close at hand.



Digital Production & Media Asset Management

Opta's unique data collection system means that we embed all of our data with time codes and meta data which work together to help broadcasters to reduce costs and increase efficiencies.

Clip Creation - Our data has been formatted to *EVS IP Director* format to allow automated integration and clip creation into *EVS'* market leading software.

Logging & Archiving - Our timestamped data feeds are ideal for logging key match events in a robust and consistent manner and can be integrated into other third party software packages.

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